

Message Text

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ORIGIN COME-00

INFO OCT-01 AF-10 ARA-14 EUR-12 EA-12 NEA-10 ISO-00
EB-08 HA-05 SIG-03 MMO-04 AGRE-00 CEA-01 CIAE-00
DODE-00 FRB-01 H-02 INR-10 INT-05 L-03 LAB-04
NSAE-00 NSC-05 PA-02 CTME-00 AID-05 SS-15 STR-07
ITC-01 TRSE-00 ICA-20 SP-02 SOE-02 OMB-01 DOE-15
IO-14 XMB-04 OPIC-06 /204 R

DRAFTED BY COM/OIM/OPD/WWALMSLEY, DIRECTOR
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COM/OIM/OPD/WWALMSLEY
COM/OIM/SAD/CJOHNSON
COM/CAGNE/PHALE
COM/OIM/RGARNITZ
COM/BDBD/VMANGINI
AF/EP/LWHITE
NEA/RA/DMORRISON
ARA/ECP/JHENNEKE
EUR/RPE/RLAMANTIA
EA/EP/AGEBER
STATE/HA/HR/EOJONES

-----043888 072354Z /70

R 062336Z APR 78
FM SECSTATE WASHDC
TO AMEMBASSY CANBERRA
AMEMBASSY SINGAPORE
AMEMBASSY TAIPEI
AMEMBASSY BANGKOK
AMEMBASSY WELLINGTON
AMEMBASSY TOKYO
AMEMBASSY VIENNA
AMEMBASSY BRUSSELS
AMEMBASSY COPENHAGEN
AMEMBASSY HELSINKI
AMEMBASSY PARIS
AMEMBASSY BONN
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AMEMBASSY ROME
AMEMBASSY THE HAGUE
AMEMBASSY OSLO
AMEMBASSY MADRID
AMEMBASSY STOCKHOLM
AMEMBASSY BERN
AMEMBASSY LONDON

AMEMBASSY BELGRADE
AMEMBASSY ATHENS
AMEMBASSY LISBON
AMEMBASSY BOGOTA
AMEMBASSY QUITO
AMEMBASSY MEXICO
AMEMBASSY CARACAS
AMEMBASSY SANTIAGO
AMEMBASSY TEGUCIGALPA
AMEMBASSY SAN JOSE
AMEMBASSY PANAMA
AMEMBASSY SANTO DOMINGO
AMEMBASSY PORT OF SPAIN
AMEMBASSY NEW DELHI
AMEMBASSY TEL AVIV
AMEMBASSY JIDDA
AMEMBASSY ISLAMABAD
AMEMBASSY ANKARA
AMEMBASSY CAIRO
AMEMBASSY ABU DHABI
AMEMBASSY LAGOS
INFO AMCONSUL SYDNEY
AMCONSUL MELBOURNE
AMCONSUL PERTH
AMCONSUL AUCKLAND
AMCONSUL OSAKA KOBE
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AMCONSUL ANTWERP
AMCONSUL LYON
AMCONSUL MARSEILLE
AMCONSUL BREMEN
AMCONSUL DUSSELDORF
AMCONSUL HAMBURG
AMCONSUL STUTTGART
AMCONSUL MILAN
AMCONSUL TURIN
AMCONSUL ROTTERDAM
AMCONSUL AMSTERDAM
AMCONSUL BARCELONA
AMCONSUL ZURICH
AMCONSUL MEDELLIN
AMCONSUL BOMBAY
AMCONSUL DHAHRAN
USLO RIYADH
AMCONSUL KARACHI

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E.O. 11652: N.A.

TAGS: BEXP, XA, XB, XC, XD, XE, XF, XG, XI, XJ, XK, XM, XU

SUBJECT: UNDER SECRETARIAL TASK FORCE ON U.S. FOOTWEAR:
CONTINUING IDENTIFICATION OF TRADE OPPORTUNITIES FOR
LEATHER SHOES AND BOOTS

REF: STATE 45685

1. SUMMARY: IN RESPONSE TO A REQUEST FROM PRESIDENT
CARTER, COMMERCE UNDER SECRETARY HARMAN HAS ESTABLISHED A
SPECIAL TASK FORCE TO ASSIST THE U.S. FOOTWEAR INDUSTRY TO
ESTABLISH AN EXPORT MARKETING PROGRAM. THE FIRST PHASE OF
THIS PROGRAM, WHICH CONSISTS OF THE PREPARATION OF BRIEF
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MARKET RESEARCH STUDIES BY SELECTED FOREIGN SERVICE POSTS,
WAS RECENTLY INITIATED. THE PURPOSE OF THIS TELEGRAM IS
TO BEGIN THE SECOND PHASE OF THE PROGRAM, WHICH WILL BE A
CONTINUING EFFORT TO DEVELOP TRADE OPPORTUNITIES FOR SHOES
AND LEATHER BOOTS WORN BY MEMBERS OF FIRE DEPARTMENTS,
POSTAL SERVICE, PRIVATE GUARD SERVICES AND ARMED FORCES.
THE U.S. FOOTWEAR INDUSTRY HAS EXTENSIVE EXPERIENCE IN THE
DEVELOPMENT AND MANUFACTURE OF SPECIAL FOOTWEAR FOR THE
CATEGORIES OF CONSUMERS LISTED ABOVE. THE THIRD PHASE OF
THE EXPORT MARKETING PROGRAM, WHICH WILL COME LATER, WILL
BE THE SCHEDULING OF TRADE PROMOTION EVENTS SUCH AS TRADE

FAIRS AND TRADE MISSIONS IN SELECTED FOREIGN MARKETS.END
SUMMARY

2. ACTION REQUESTED: ADDRESSEE POSTS ARE ASKED TO ASSIST
THE FOOTWEAR INDUSTRY BY PURPOSEFULLY SEEKING OUT AND RE-
PORTING ON A CONTINUING BASIS TRADE OPPORTUNITIES FOR U.S.
SPECIAL FOOTWEAR. IT IS REQUESTED THAT CALLS BE MADE ASAP
ON APPROPRIATE PURCHASING AUTHORITIES TO OBTAIN THE FOLLOW-
ING INFORMATION:

A. WOULD BIDS FROM U.S. INDUSTRY BE WELCOMED FOR FUTURE
PROCUREMENT?

B. NAME, ADDRESS AND TITLE OF ORGANIZATION AND INDIVIDUAL
RESPONSIBLE FOR PURCHASES.

C. RECOMMENDED PROCEDURES FOR SUBMITTING BIDS.

D. TIMING AND QUANTITY OF PURCHASES TO BE MADE IN THE
IMMEDIATE FUTURE, IF THIS INFORMATION IS READILY AVAILABLE.

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3. IN THE CASE OF UNIFORMED SERVICES WHERE FOOTWEAR IS PURCHASED BY THE INDIVIDUAL RATHER THAN BY A CENTRAL AUTHORITY, PLEASE INDICATE APPROPRIATE CHANNELS OF DISTRIBUTION TO BE UTILIZED BY U.S. FIRMS.

4. INITIATIVES TAKEN BY CONSTITUENT POSTS SHOULD BE IN ACCORDANCE WITH THE PROVISIONS OF PRESIDENTIAL DIRECTIVE 30 DATED FEBRUARY 17, 1978, (SEE REFTEL) ESPECIALLY POINT SIX, AND ALL RESPONSES BY CONSTITUENT POSTS SHOULD BE COORDINATED BY OR WITH MISSION AND SUBMITTED BY THE MISSION. IF THE POSTS HAVE ANY DOUBT AS TO THE APPLICABILITY OF PRESIDENTIAL DIRECTIVE 30 TO THIS INSTRUCTION, THEY SHOULD REQUEST CLARIFICATION FROM THE DEPARTMENT.

5. WE RECOGNIZE THAT SOME ADDRESSEE POSTS MAY ALREADY HAVE INDICATED IN RESPONSE TO PREVIOUS COMMUNICATIONS THAT THERE IS LITTLE MARKET POTENTIAL FOR AMERICAN FOOTWEAR IN THEIR AREAS. WE REQUEST NEVERTHELESS THAT ALL POSTS REVIEW CAREFULLY THIS PARTICULAR SECTOR OF THE FOOTWEAR MARKET AND PROVIDE US WITH THEIR CONSIDERED RESPONSE WITHIN 30 DAYS OF RECEIPT OF THIS CABLE.

6. POSTS ARE ASKED TO INDICATE WHAT, IF ANY, CHANGES WILL BE REQUIRED IN CCP, CAP OR OTHER PLANNED E/C ACTIVITIES OR GOALS TO ACCOMMODATE THIS REQUEST. VANCE

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Message Attributes

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Draft Date: 06 apr 1978
Decaption Date: 01 jan 1960
Decaption Note:
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Disposition Approved on Date:
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Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
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Expiration:
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From: STATE
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Litigation History:
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Original Previous Classification: n/a
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Subject: UNDER SECRETARIAL TASK FORCE ON U.S. FOOTWEAR: CONTINUING IDENTIFICATION OF TRADE OPPORTUNITIES FOR LEATHER SHOES AND BOOTS
TAGS: BEXP, XA, XB, XC, XD, XE, XF, XG, XI, XJ, XK, XM, XU
To: CANBERRA SINGAPORE MULTIPLE
Type: TE
vdkgvkey: odb://SAS/SAS.dbo.SAS_Docs/e3b5d4b4-c288-dd11-92da-001cc4696bcc
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